

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

- 1. (Currently Amended)** A method for limiting dissemination of multi-media content in an online game, the method comprising:

at a server, hosting, for transmission, multi-media content designated as goal-activated content for an online game;

receiving information indicating that a plurality of players is playing the online game on each of a corresponding plurality of clients,

receiving information indicating that a first player from the plurality of players has completed a game challenge associated with the goal-activated content,

in response to receiving the information indicating that a first player from the plurality of players has completed a game challenge associated with the goal-activated content, transmitting the goal-activated content to [[the]] a first client associated with the first player [[upon a client request]]; and

instructing the first client to delete the goal-activated content stored on the first client.

- 2. (Currently Amended)** The method of claim **1**, wherein transmitting the goal-activated content comprises transmitting the goal-activated content to the first client in response to a determination that [[a]] the first player ~~[[associated with the client]]~~ has ~~[[fulfilled a goal]]~~ completed the game challenge.

- 3. (Currently Amended)** The method of claim **1**, further comprising receiving a history profile from the first client.

4. **(Currently Amended)** The method of claim 3, wherein instructing the first client to delete the goal-activated content comprises instructing the first client to delete goal-activated content stored on the first client in accordance with the history profile.
5. **(Currently Amended)** The method of claim 1, further comprising encrypting the goal-activated content prior to transmission to the first client.
6. **(Currently Amended)** A method for limiting dissemination of multi-media content transmitted by a server in an online game, the method comprising:

transmitting, to the server, information indicating that a player has completed a challenge from the on-line game;

requesting multi-media content designated as goal-activated content from the server;

receiving the goal-activated content from the server;

receiving an instruction from the server to delete the goal-activated content; and

deleting the goal-activated content.
7. **(Previously Presented)** The method of claim 6, wherein receiving an instruction from the server to delete goal-activated content comprises receiving, upon initialization of an executable program, an instruction to delete the goal-activated content.
8. **(Previously Presented)** The method of claim 6, further comprising

maintaining a history profile having information about content received from the server

and

sending the history profile to the server.
9. **(Previously Presented)** The method of claim 8, wherein receiving an instruction from the server to delete goal-activated content comprises receiving an instruction to delete the goal-activated content in accordance with the history profile.

- 10. (Previously Presented)** The method of claim 6, wherein receiving an instruction from the server to delete goal-activated content comprises receiving an instruction to delete all goal-activated content.
- 11. (Previously Presented)** The method of claim 6, further comprising determining that a player has fulfilled a goal.
- 12. (Currently Amended)** The method of claim 11, wherein requesting goal-activated content from the server comprises requesting goal-activated content in response to the ~~[[fulfillment of the goal]]~~ completion of the game challenge.
- 13. (Currently Amended)** A method for limiting dissemination of multi-media content transmitted by a server to a client in an online game, the method comprising:
- at the server, designating selected ~~[[responding to a request by the client for]]~~ multi-media content ~~[[designated]]~~ as goal-activated content;
- transmitting the goal-activated content to the client over a network; and
- ~~[[instructing]]~~ transmitting to the client, over the network, instructions to delete the goal-activated content.
- 14. (Currently Amended)** The method of claim 13, further comprising
- ~~[[determining that a player associated with the client has fulfilled a goal, and]]~~
- authenticating ~~[[that]]~~ completion of the challenge by a player associated with the client ~~[[has fulfilled the goal]]~~.
- 15. (Currently Amended)** The method of claim 14, wherein ~~[[responding to a request by the client for goal-activated content comprises requesting goal-activated content in response to the fulfillment of the goal, and wherein]]~~ transmitting the goal-activated content comprises transmitting the goal-activated content to the client in response to the authentication.

16. (Currently Amended) The method of claim **13**, further comprising

receiving a history profile maintained by the client, the history profile including information about goal-activated content received from the server.

17. (Previously Presented) The method of claim **16**, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete goal-activated content in accordance with the history profile.

18. (Currently Amended) The method of claim **13**, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete all goal-activated content stored on the client.

19. (Previously Presented) The method of claims **13**, wherein instructing the client to delete the goal-activated content comprises instructing the client to delete all goal-activated content upon initialization of an executable program by the client.

20. (Currently Amended) A computer-based multi-media content dissemination-limiting apparatus comprising:

a non-volatile memory element storing data representative of multi-media content designated as goal-activated content;

a transceiver for receiving a connection request from a remote client on a network;

a processor configured for

determining that the goal-activated content is to be transmitted to the client;

causing the transceiver to transmit ~~[[transmitting]]~~ the goal-activated content to the client; and

causing the transceiver to transmit ~~[[transmitting]]~~ a deletion instruction for deleting the goal-activated content ~~[[to]]~~ from the client.

21. (Previously Presented) A method for controlling access to multi-media content by clients in a multiplayer game, the method comprising:

maintaining a state for each player in a multiplayer game;

storing multi-media content for distribution to clients associated with the players in the game, including storing content in association with each of a plurality of states that can be reached by at least some of the players;

determining that a first player associated with a first client has reached a first state, and

permitting access to said multi-media content by the first player.

22. (Currently Amended) The method of claim **21**, wherein the state for a player comprises ~~[[a fulfillment of a goal in the game]]~~ the state of having completed a game challenge.

23. (Currently Amended) The method of claim **21**, wherein determining whether the first player associated with the first client has reached the first state comprises determining whether the player has ~~[[met goal requirements associated with the first state]]~~ completed a game challenge.